

**ANALYSIS SEGMENTATION, TARGETING, AND POSITIONING (STP)  
TOWARD THE DEVELOPMENT OF HALAL HANWOO BEEF IN  
SOUTH KOREA**



**Submitted a Partial Fulfillment of the Requirement for Getting  
Bachelor Degree of Economic in Economic and Business Faculty**

By:

**INGGRIT FAZA SAPUTRA**

**B10A153017**

**MANAGEMENT DOUBLE DEGREE  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

**2020**

**APPROVAL**

**ANALYSIS SEGMENTATION, TARGETING, AND POSITIONING (STP)  
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KOREA**

**PUBLICATION LETTER**

Written and composed by:

**INGGRIT FAZA SAPUTRA**

**B10A153017**

The signing argued that the thesis had fulfilled he requirements to be accepted.

Surakarta, September 12, 2020  
Supervisor



**Soepatini, S.E., M.si., Ph.D**

**NIDN. 0605097101**

APPROVAL PAGE

ANALYSIS SEGMENTATION, TARGETING, AND POSITIONING (STP)  
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INGGRIT FAZA SAPUTRA

B10A153017

It has been maintained in front of the Board of Examiners

Faculty of Economics and Business

Universitas Muhammadiyah Surakarta

On Saturday, September 12, 2020

and declared to meet the requirements

The Board of Examiners:

1. Soepatini, S.E., M.si., Ph.D. ( ..... )  
(Chairman of the Board of Examiners)
2. Jati Waskito S.E., M.Si. ( ..... )  
(Member I Board of examiners)
3. Ihwan Susila, S.E., M.si., Ph.D. ( ..... )  
(Member II Board of examiners)



Dr. H. Saifuddin, S.E., M.M.

NIDN. 017025701

#### **DECLARATION OF AUTHENTICITY**

I, the undersigned below:

Name : **INGGRIT FAZA SAPUTRA**  
NIM : **B10A153017**  
Study Program : **MANAGEMENT DOUBLE DEGREE**  
Thesis Title : **ANALYSIS SEGMENTATION, TARGETING, AND  
POSITIONING (STP) TOWARD THE DEVELOPMENT  
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Inggrit Faza Saputra

## **ANALYSIS SEGMENTATION, TARGETING, AND POSITIONING (STP) TOWARD THE DEVELOPMENT OF HALAL HANWOO BEEF IN SOUTH KOREA**

### **Abstrak**

Meningkatnya jumlah Muslim di Korea Selatan yang di latar belakang oleh beberapa faktor; seperti meluasnya Hallyu atau Korean Wave dan bertambahnya mualaf, menjadi alasan dari meningkatnya permintaan akan makanan halal di Korea Selatan. Salah satu makanan perwakilan Korea Selatan, daging Hanwoo pun belum tersedia dalam varian halal. Tujuan dari penelitian ini adalah untuk menganalisis strategi segmentasi, targeting, dan positioning terhadap pengembangan produk daging halal Hanwoo di Korea Selatan. Penelitian ini menggunakan penelitian kualitatif deskriptif untuk menganalisa rumusan masalah sesuai dengan fenomena yang sedang terjadi. Hasilnya menunjukkan bahwa strategi segmentasi yang dapat diaplikasikan pada produk ini adalah segmentasi demografi berdasarkan agama. Strategi targeting yang dapat digunakan adalah strategi penargetan terkonsentrasi dimana hanya akan fokus pada penawaran jenis produk tertentu dalam satu segmen atau lebih. Strategi positioning yang akan dibentuk pada benak konsumen terhadap produk ini adalah sebuah inovasi baru sebagai produk daging halal Hanwoo pertama di Korea Selatan.

**Kata Kunci:** Segmentasi, Targeting, Positioning, Daging Halal Hanwoo

### **Abstract**

The increasing number of Muslims in South Korea is driven by several factors; such as the spread of the Hallyu or Korean Wave and the increasing number of people converting to Islam, are the reasons for the increasing demand for halal food in South Korea. One of South Korea's representative foods, Hanwoo beef is not available in halal variants yet. The purpose of this study is to analyze the segmentation, targeting, and positioning strategies for the development of halal Hanwoo beef products in South Korea. This study uses descriptive qualitative research to analyze the problem formulation in accordance with the phenomenon that occurs. The result indicates that the segmentation strategy that can be applied to this product is demographic segmentation based on religion. The targeting strategy that can be used is a concentrated targeting strategy that will only focus on offering certain types of products in one or more segments. The positioning strategy that will be formed in the minds of consumers towards this product is a new innovation as the first Hanwoo halal product in South Korea.

**Keywords:** Segmentation, Targeting, Positioning, Halal Hanwoo Beef

## **1. INTRODUCTION**

Since the first appearance on the global market in the mid-1990s, the Hallyu trend has begun to steal the attention of the young people. The term of Hallyu was adopted from Chinese language means Korean Wave. Hallyu is interpreted as the spread of Korean pop culture globally in various countries in the world through Korean movies, Korean dramas, Korean music or Korean pop, cosmetics, fashions, foods, and other media products (Li, 2005; Hanaki, Singhal, Han, Kim, & Chitnis, 2007). The high development of Hallyu, the South Korean culture on various aspects emerging the enthusiasm of foreigners to visit South Korea. Among those foreigners there are also Muslim foreigners coming from several Islamic countries. Muslim population in South Korea shows that the increase in the number of Muslims is not only factored by the growth of Muslim visitors from various countries but also factored by the increasing number of local converts to Islam (Park, 2017).

The continued growth of the Muslim population in South Korea encourage the demand for Halal food is increasing. Due to the growth of the Muslim population, both expanding the halal markets and providing halal food are a huge opportunity for Korea itself. Halal food is a big deal for Muslims because it is not a simple individual preference but an order from the Holy Quran. Providing halal food is a necessary thing, in order to fulfill the needs of Muslims in South Korea. Halal food must be free from any components that Muslims are prohibited, which is known as haram or not permissible, such as carrion, blood, pig, permitted animals slaughtered incorrectly, and intoxicants (Soon et al., 2017). The opportunities available for the halal food market in South Korea are huge. Most of Korean foods which ingredient based on meat are not using a halal meat. Even South Korea's representative food; Hanwoo beef is not available in the halal version yet. Hanwoo beef is a premium beef that known for its marbled fat and distinctive flavor originally from South Korea.

Since consuming halal is an obligation, most of Muslims in South Korea cannot consume the premium Hanwoo beef unless it is provided in the halal version. To develop halal Hanwoo beef, there are several things that must be analyzed such as the appropriate marketing strategies of segmentation, targeting and positioning to be used in the halal Hanwoo beef market.

## **2. LITERATURE**

### **2.1 Marketing Concept**

According to Kotler (2012), the definition of marketing is an act of identifying, fulfilling, and satisfying human needs. The role of marketing is not only to deliver products or services to consumers but also how these products or services can provide satisfaction to customers, resulting in repeated purchases by consumers. This concept also focusing on deliver a product better than its competitors.

### **2.2 Segmentation**

Pride & Ferrel (1995) said that market segmentation is a process of dividing the market into potential customer segments with similar characteristics that indicate the similarity of buyer behavior. Segmentation is looking at the market creatively, segmentation is the art of identifying and exploiting opportunities that arise in the market (Kotler, Kartajaya, Huan, and Liu, 2003). At the same time segmentation is the science of looking at markets based on behavioral, demographic, geographical, and psychographic variables.

### **2.3 Targeting**

Targeting is a process of evaluating various segments found in the market then select one or more segments to be entered (M. C. Cant, 2009). In determining the target, several surveys must be carried out to be able to know the market situation so that the marketing process is not wrongly

targeted. Companies have to see whether a potential segment has generally attractive characteristics consisting of size, growth, profitability, economies of scale, risk, and others. Kotler, Kartajaya, Huan, and Liu (2003) stated that three criteria must be met by the company when evaluating and determining which segments will be targeted. First, companies must ensure that the targeted market segment is large enough and will be quite profitable for the company. Second is the targeting strategy should be based on the company's competitive advantage. The last is that the targeted market segment must be based on the competitive situation.

## **2.4 Positioning**

Armstrong (2014), positioning is a step to find position in the market and occupies a place relative to competing product in the minds of target consumers. In other words, positioning is an action or step from the marketers to build the company's image and offer value where consumers in a certain segment differentiate a product from competitors' products. It can be concluded that positioning is a strategy to gain the trust of consumers by building an image of a product. Positioning is not just persuading and creating an image in the customer's mind, but also how to win the customer's trust.

## **2.5 Marketing Mix**

The marketing mix is the term that is described as the combination of the four variables that constitute the core of the organization's marketing tools that are used to achieve marketing objectives in the targeted market (Kotler and Keller, 2012). The combination of the four variables are products, prices, places, and promotions.



## **2.6 Product**

A product is defined as a physical product or service that can be offered to the market and can meet the demands or needs of consumers. It includes of the material goods and intangible products (Singh, 2016). The product is offered to the market to get attention so that the product can be bought, used, or consumed to meet a customer's needs or wants.

## **2.7 Price**

Price is one of the factors affecting the consumer because it helps to understand the value of the product. Kotler and Armstrong stated that price is defined as the value of the exchange or the amount of money to pay for a product or service to help customers receive a product or service for a certain amount. The price is also a fair product valuation, a good price always represents a good product (Ehmke, Fulton, Lusk, 2016).

## **2.8 Place**

The place is defined as the process and methods by which products or services reach customers (Martin, 2014). Place can be interpreted as the distribution of producers to reach the target market. the place is not limited to physical locations but distribution in the marketing mix can also be done through various media.

## **2.9 Promotion**

Promotion is an effort to increase brand awareness, product sales, and helps to build brand loyalty. According to Kotler (2005) sales promotion is various collection of incentive tools, most of which are short-term, designed to stimulate the purchase of certain products or services faster and greater by consumers or traders.

## **2.10 Halal**

Islam requires its people to consume food and drink that clearly has halal status. The teachings of Islam command its devotees to consume only foods that have clear halal status and restrain from the haram. The instruction to do so is mentioned in the Quran and Hadith. For instance, in Al-Baqarah (Chapter 2) verse 172, Allah orders the Muslims to consume a permissible food, while in Al-Maida (Chapter 5) verse 3, He tells the devotees that it is forbidden to you (eat) carcasses, blood, pork, (animal flesh) slaughtered on behalf of other than Allah, who suffocated, who was beaten, who fell, which was gore, and pounced by wild animals, except for those that you had slaughtered, and (forbidden to you) slaughtered for idols. And (also forbidden) to draw fate with arrows, (drawing fate with arrows) is wickedness. The requirements for halal food products according to Islamic law are all ingredients must be halal, use a halal method, halal in processing, halal in storage, halal in transportation, and halal sales. Halal also includes something that is not taken from robbing, gambling, corruption, or harming others.

## **2.11 Korean Hanwoo Beef**

Korean Hanwoo beef is a breed of Korean native cattle born and raised in Korea, called “Hanwoo” beef (Jo, Cho, Chang, and Nam, 2012). Although it has a high price, Korean Hanwoo beef is very popular in Korea. Korean Hanwoo beef is known for its distinctive flavor with curved fat. Korean consumers tend to prefer Korean beef because they think it is fresher and higher in quality than imported beef (Jo, Cho, Chang, and Nam, 2012). Since Koreans set Hanwoo beef as a cultural icon and a representative food, Hanwoo beef used to be presented as traditional foods, a special gift, or popular holiday dishes. Korea started a strategic marketing and campaign

to brand Hanwoo beef as the origin of the highest quality beef in Korea and commerce the meat as a "premium product" of the country.

### **3. METHODOLOGY**

The descriptive research using qualitative approach is used by the author in this study. Bogdan and Taylor (1975), suggests a qualitative method as a research procedure that produces descriptive data in the form of words or oral from human beings and behaviors that can be observed. Qualitative descriptive research methods are also research methods that aims to understand an issue or a social phenomenon. This study will analyze the application of Segmentation, Targeting, and Positioning strategy of Halal Hanwoo beef product in South Korea.

The data source used in this study are primary data and secondary data. Primary data used is interview about Muslims in South Korea preferences toward meat status. On the other hand, books, journals, government records, and published sources are also used as the secondary data in this study.

### **4. RESULTS AND DISCUSSIONS**

#### **4.1 Halal Hanwoo beef**

Korean Hanwoo meat is a premium and a well-known product among foreigners and Koreans. Besides has a high price, Hanwoo beef is also acknowledged for its marbled fat and distinctive flavor. Korean consumers generally tend to prefer Hanwoo beef due to the issue that it has a fresher and better quality than imported beef. The marbling score is determined using the Beef Marbling Standard (BMS). The meat with BMS scored 8 or higher is in a grade 1++, grade 1+ is meat with BMS score 6 and 7. Grade 1 is meat with BMS score 4 and 5. Meat with BMS score 2 and BMS score 3 is grade 2. The last is meat with BMS scored 1 is grade 3 (Jo, Cho, Chang,

Nam, 2012). The higher the Hanwoo beef marbling score, the higher the price will be.

Comparing to a regular meat, not only the slaughter method which is different but Halal Hanwoo beef has a special advantage as well. Halal cutting is effective in drowning blood from animals that have been slaughtered, and this is an important part of getting a soft meat. Although it requires a longer process because instead of machine it has to use manpower to slaughter the cattle, Islamic slaughtering method makes the blood of the animal completely flowing out of the body. The meat which clear from the blood is safe to be eaten by people. The blood that is still left in the animal body will be a place for bacteria, virus and toxins. Additionally, the resulting meat can be considered as a healthy meat.

Halal meat slaughtering requires cutting the animal's throat with a sharp knife. This method cuts off the vessels in the neck, cutting off the arteries in the head at once, which is found to affect the quality of the meat. In one study, slaughterhouses said that they use electricity to animals as some companies do, causing them to suffer. Many people think Islamic slaughter method is inhuman, but a study by Wilhelm Schulze, a professor at the German University of Hanover School of Veterinary Medicine, and his colleague Dr. Hazim explained that animals will feel no pain when people cut off the blood vessels of animals. From the explanation above, it can be said that the Islamic method is the best way to provide a good quality meat. Despite gives a benefit to animals, it also gives benefits for human health as well. Thus, halal Hanwoo beef product is a halal product which is needed by Muslims and a product that safe to be consumed by everyone, either Muslim or not.

## 4.2 Segmentation

Based on the result of segmentation research, Korean population consists of various kinds of adherents of different religions. The consumer market segmentation used in this study is demographic segmentation by classifying markets according to religion. The number of immigrants consisting of foreigners (foreigners living in South Korea with a long-term visas) and naturalization (foreigners who obtained the legal right to be a citizen of South Korea) amounted to 1,371,400 people. Data obtained from the Korean Statistical Information Service in 2019 showed Christian immigrants totaling 192,600 people (14.1%), Islam and Hindu religion totaling 118,400 people (8.6%), Buddhism totaling 175,200 people (12.7%), the number of people who have a religion besides the 3 religions above is 6,800 people (0.5%), and as many as 878,300 people (64.1%) are people who do not have any religion. Additionally, most foreigners who come from India are Hindus and there were around 10,000 people from India in South Korea. It can be concluded that immigrants or foreigners in South Korea who are Muslim are more than 100,000 people. This was also confirmed by high priest Lee Joo Hwa in an interview with Chosun News-Press and in accordance with a statement on the Korean Muslim Federation (KMF) website. While the number of Korean Muslims alone is around 35,000 people. On the other hand, the number of foreigners who came to South Korea during January 2020 was 1.3 million people. This number includes short-term visitors and long-term visitors. Short-term visitors are travelers who visit 1-30 days, while long-term visitors are foreigners who are categorized as immigrants. The foreigners came from several countries including Islamic countries. This shows that not only 135,000 Muslims are in South Korea, but there are also a lot of Muslim visitors every month. It

means, despite Islam is not the majority religion in South Korea, the Muslim segment shows a potential market.

#### **4.3 Targeting**

Based on the results of the research at the targeting stage, the size of the Islamic religion segment in South Korea is indeed not as big as the other segments, but the Islam segment has the need for halal meat bigger than the other segments. The interview data shows that around 70% of people admit that the meat consumed must be halal and the remaining 30% of people admit that the meat consumed does not have to be halal but must be clean from pork. Halal in this context is meat that has been slaughtered in Islamic sharia and has a halal certificate. While the one category is meat that is not halal certified but which does not contain pork. Therefore, this study will use a concentrated targeting strategy that will only focus on offering a certain type of product in one segment or more which is rated as a high-potential market. By using this method, researchers will focus on marketing Halal Hanwoo beef products to the most potential segment, Muslims.

#### **4.4 Positioning**

Based on the results of research conducted, consumption of regular Hanwoo beef in 2019 reached 766,000 head of cattle. The data from the Korean Meat Trade Association shows that there was an increase in consumption of regular Hanwoo beef in the previous year by 26,000 heads of cattle. Regular Hanwoo beef is the origin of halal Hanwoo beef which is certainly not halal. In addition, there are 426,000 tons of beef imported from several countries such as United States, Australia, Canada, New Zealand, Mexico, and others. The imported beef from Australia and New Zealand are halal. From the explanation above, Hanwoo beef is widely consumed by the public and it means that despite its high price, people still

have a lot of interest in the Hanwoo beef. On the other hand, even the quality and consumption rate of halal imported beef is lower than Hanwoo beef, the halal beef is still sought after in South Korea. Halal Hanwoo beef is a new innovation as the first Hanwoo beef in halal version in South Korea. The image of Halal Hanwoo beef product that will be formed in the minds of the target customers is beef with a high quality, a new product, and Muslim friendly product. Halal Hanwoo beef also can be promoted as healthy meat to attract non-Muslim consumers.

#### **4.5 Product**

Product is something that can be offered to the market to fulfill the needs of consumers. To meet market needs, the development of halal Hanwoo beef product innovation is produced according to the needs of the target market in order to offer solutions to the phenomena that occur. The product to be offered is a new development product that is not available yet in South Korea, which is Halal Hanwoo beef. This product has advantages, those are: it is known for its distinctive flavor with curved fat, it has a fresh meat and it has better quality than imported beef, a healthy meat and what makes this product special is the product is a halal product which means it can be consumed by Muslims and either do other people. To differentiate halal Hanwoo products from other livestock products, halal Hanwoo beef packaging will be labeled halal. The halal logo can also communicate and convince the prospective buyers that the meat produced according to Islamic methods. Moreover, this could help the non-Muslims understand that the meat produced is a healthy meat product.

#### **4.6 Price**

In 2020 according to Gosan Miso Company, recently the price of regular Hanwoo beef in South Korea reached 20,000 won or around Rp. 234,000/200gr and 246,000 head of cattle have been consumed by the

community within 4 months (January-April). This shows that the high price of Hanwoo beef does not really affect the level of public consumption of Hanwoo beef itself. The price that will be set for Halal Hanwoo beef products will be calculated according to the production cost of the product.

#### **4.7 Place**

The method that will be used is an intensive distribution strategy. The distribution is carried out by distributing products or services to as many outlets as possible. The aim is to go deeper into the market and make products known to potential customers. Since halal Hanwoo is a new product, distribution to many places will help make it easier for potential buyers to find this product. The distribution of this product can be done in supermarkets, department stores, in a butchery, directly to restaurants or halal meat shops. In this era, the distribution of a product can also be done online or by e-commerce. Selling online can help distribution on a broader scale.

#### **4.8 Promotion**

Since Halal Hanwoo beef is a new product that is not widely known yet by many people, the promotion strategy undertaken includes offline and online promotion. This promotion is a form of communication from producers to customers about the products to be offered.

### **5. CONCLUSION**

Based on the analysis segmentation, targeting, and positioning strategies of halal Hanwoo beef, this author of this research identified that segmentation strategy that can be applied on halal Hanwoo beef market is demographic segmentation classifying segment according to religion, targeting strategy that can be applied on halal Hanwoo beef market is concentrated targeting strategy, positioning strategy that will be formed in the minds of the target customers of



halal Hanwoo beef market is as the first halal Hanwoo beef and a healthy product in South Korea.

### **5.1 Research Limitation**

Throughout this study, the author has identified some limitations of this research including the data obtained in this study shows inaccurate numbers since each data source shows a different number. Thus, the author was only able to collect respondents from several Muslims from one occupational group. The author also was only able to do a research on segmentation, targeting, positioning and marketing strategies. Additionally, there is no research has been conducted on the benefits and advantages of the composition contained in halal Hanwoo that can distinguish halal Hanwoo beef from its competitors' products, regular Hanwoo beef.

### **5.2 Implication of the study**

Based on the results and discussion of the study above, the implications of the study have been identified such as, the application of appropriate segmentation, targeting and positioning strategies on halal products Hanwoo can help the development of this new product. This implies that strategy has an important role in the achievement of objectives because the strategy provides direction for action and the way how the action must be carried out so that the expected goal is achieved. Furthermore, marketing mix analysis that has been done can encourage marketing and sales of halal Hanwoo beef products. Along with the development of halal Hanwoo beef products using an appropriate strategy, the demand for halal meat by the Muslim segment in South Korea is expected to be fulfilled as the need of consumers.

### **5.3 Suggestions**

Relying on the limitations that have been identified above, the writer has some suggestions. Firstly for further research, the data collection must be done in a more varied way in order to get more accurate data so that can improve this research. Then, it is suggested for further researcher to collect respondents of Muslims from more occupational group so that can discover more about preferences toward halal food and market needs. Also, this research should conduct a deeper research on other factors and analyze things that can strengthen the marketing strategy of Hanwoo beef. In addition, further research should conduct deeper research on the content that contained in halal Hanwoo meat. Secondly for the company, they can use the strategies such as the findings of this study as an innovation to enter the Muslims segments and enlarge the sales to halal market. Additionally, for the company which attracted to do new business in the halal market can also use the strategy of the findings in this study for the development of halal Hanwoo beef market.

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number of immigrants based on religion

<http://monthly.chosun.com/client/news/viw.asp?ctcd=E&nNewsNumb=201810100052>,  
number of Muslim in South Korea by the high priest

[http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp\\_1587617430407100](http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp_1587617430407100),  
number of foreigners living in South Korea

[http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp\\_1583877796619100](http://viewer.moj.go.kr/skin/doc.html?rs=/result/bbs/227&fn=temp_1583877796619100),  
number of visitors

[http://www.kmta.or.kr/kr/data/stats\\_import\\_beef\\_country.php](http://www.kmta.or.kr/kr/data/stats_import_beef_country.php), imported beef  
consumption

[http://www.kmta.or.kr/kr/data/stats\\_slaughter.php](http://www.kmta.or.kr/kr/data/stats_slaughter.php), regular hanwoo beef consumption

<http://www.koreaislam.org/자주하는-질문/>, number of Muslim by KMF